

July 1951

Volume 30

Number 352

LABOUR ORGANISER

CONTENTS

Why Stop in Summer ?

Press Officers are Vital

Be Ready with Surprise Tactics

Local Parties and the Press

Saving on Paper

Using your Candidate

PRICE FOURPENCE

SITUATIONS VACANT

BATH C.L.P. Applications are invited for the post of Secretary/Agent. Salary and conditions in accordance with the National Agreement. Application forms can be obtained from **Mr. G. Easton, 2 Newark Street, Bath**, to whom they should be returned not later than the 21st July, 1951.

BARKSTON ASH C.L.P. Applications are invited for the post of full-time Secretary/Agent. Salary and conditions in accordance with the National Agreement. Appointment will be made in consultation with the National Executive Committee. Application forms from **Mrs. M. J. Bye, Corporate Buildings, High Street, Kippax, nr. Leeds**, to whom they should be returned not later than Tuesday, 31st July.

BERWICK-ON-TWEED C.L.P. Applications are invited for the post of full-time Agent, Labour and Co-operative Candidate. Salary and conditions in accordance with the National Agreement. Application forms from **Mr. H. Nicholson, Baysdale, Osborne Road, Tweedmouth, Berwick-on-Tweed**, to whom they should be returned not later than 27th July, 1951.

EDMONTON C.L.P. Applications are invited for the post of full-time Secretary/Agent. Salary and conditions in accordance with the National Agreement. Appointment will be made in consultation with the National Executive Committee. Application forms from **Mr. H. Kershaw, 372 Fore Street, London, N.9**, to whom they should be returned not later than Wednesday, 25th July, 1951.

HAYES AND HARLINGTON C.L.P. Applications are invited for the post of Secretary/Agent. Salary and conditions in accordance with the National Agreement. Application Forms can be obtained from **Mrs. E. Broughton, 37 Warley Road, Hayes, Middlesex**, to whom they should be returned not later than the 25th July, 1951.

HESTON AND ISLEWORTH C.L.P. invites applications for the post of Secretary/Agent. Salary and conditions in accordance with the National Agreement. Application forms can be obtained from **Mr. W. Brown, 20 Heath Road, Hounslow, Middlesex**, to whom they should be returned not later than the 20th July, 1951.

KEIGHLEY C.L.P. Applications are invited for the post of Secretary/Agent. Salary and conditions in accordance with National Agreement. Application forms from **Councillor W. Bingley, 40 Spencer Street, Keighley, Yorks.**, to whom they should be returned not later than the 25th July, 1951.

LEEDS WEST C.L.P. Applications are invited for the post of full-time Secretary/Agent. Salary and conditions in accordance with the National Agreement. Application forms are obtainable from **Mr. A. G. Ward, 186 Upper Wortley Road, Leeds 12**, to whom they should be returned not later than 18th July, 1951.

MERTON AND MORDEN C.L.P. Applications are invited for the post of full-time Secretary/Agent. Salary and conditions in accordance with the National Agreement. Appointment will be made in consultation with the National Executive Committee. Application forms from **Councillor E. A. Clarke, 19 Haynt Walk, Merton, London, S.W.20**, to whom they should be returned not later than Saturday, July 28th, 1951.

MIDDLETON AND PRESTWICH C.L.P. invites applications for the post of full-time Secretary/Agent. Salary and conditions in accordance with the National Agreement. Application forms are obtainable from **Mrs. E. Knight, 2 Ashby Grove, Whitefield, nr. Manchester**, to whom they should be returned not later than 21st July, 1951.

PORTSMOUTH BOROUGH LABOUR PARTY invites applications for the post of full-time Agent. Salary and conditions in accordance with National Agreement. Forms of application can be obtained from **Mr. W. E. A. Hunt, Unity Hall, St. John's Road, Portsmouth, Hants**, to whom they should be returned not later than Saturday, 28th July, 1951.

PRESTON. An experienced full-time Agent is required to work with the Chief Agent on salary and conditions in accordance with the National Agreement. The appointment will be made in consultation with the National Executive Committee. Application forms can be obtained from **The Secretary, Central Labour Hall, Lancaster Road, Preston, Lancs**, to whom they should be returned not later than the 31st July, 1951.

SOUTH DORSET C.L.P. Applications are invited for the post of full-time Agent. Salary and conditions in accordance with the National Agreement. Head Office at Weymouth which is one of Dorset's loveliest seaside towns. Application forms obtainable from **Mr. S. V. Porter, Head Office, 9 Market Street, Weymouth, Dorset**, to whom they should be returned not later than the 27th July, 1951.

SOUTH NORTHANTS C.L.P. (rural constituency) Applications are invited for the post of Secretary/Agent. Salary and conditions in accordance with National Agreement. Application forms from **Mr. G. E. Green, 35 Council Houses, Braunston, Rugby**, to whom they should be returned not later than the 14th July, 1951.

STROUD AND THORNBURY C.L.P. Applications are invited for the post of full-time Secretary/Agent. Salary and conditions in accordance with the National Agreement. Application forms can be obtained from **Miss Joan Wicken, Far Hill, Cainscross Road, Stroud, Glos**, to whom they should be returned not later than the 20th July, 1951.

WEST RENFREWSHIRE C.L.P. Applications are invited for the post of full-time Agent. The appointment will be made in accordance with the scale of salary and conditions within the National Agreement. Application forms are obtainable from **Miss Jean Kenny, 25 Causeyside Street, Paisley, Renfrewshire**, to whom they should be returned not later than the 31st July, 1951.

(Please turn to page 127)

ADVERTISERS AND CONTRIBUTORS ARE REMINDED THAT THE FINAL DATE ON WHICH COPY CAN BE ACCEPTED IS THE 15TH OF THE MONTH FOR INSERTION IN THE ISSUE OF THE FOLLOWING MONTH.

THE LABOUR ORGANISER

PUBLISHED BY THE LABOUR PARTY, TRANSPORT HOUSE, SMITH SQUARE, LONDON, S.W.1

VOL. 30. NO. 352

JULY 1951

PRICE FOURPENCE

WHY STOP IN SUMMER?

Asks STAN NATTRASS, Secretary-Agent, Dorking.

A PICNIC DAY SCHOOL organised by the constituency party to take place in August, and delegates practically fighting for the opportunity to represent their local parties, such is the measure of summer activity in this area.

Some, on reading this, may think it virtually impossible to whip up interest in a day school at this time of year, so many are agreed that interest inclines to fall off during July and August. Indeed, we have all heard of the parties which do not hold an August meeting at all and the many and varied reasons given for this practice.

Personally I have never heard one single reason expressed which will stand as a valid excuse for any lessening of activity during the summer months.

This picnic day school we intend holding in August will be as great a success as others previously held in this Constituency, for the simple reason that we organise the affair as a pleasure-party, combining a meal out-of-doors with two or three short informative lectures on organisation.

If you have a member with a large garden and lawn, interest him in the idea of playing host. If such a facility is not possible then usually it should be possible to arrange for the use of a school playing field or some well-known picnic venue within accessible distance.

About that canvassing which had to be put off time and time again during the winter months because of bad weather or because most of those who promised to come along were down with colds and 'flu. Get organised during July and August catching the supporter who is not yet a member.

Surely there is no need to cancel the August meeting as such because of the belief that fine weather keeps members away from the usual meeting place. If that is the only reason put forward for cancellation then change the meeting place to Bill Brown's lawn—and we all have a Bill Brown in the party, only too pleased to have us in his garden.

Alternatively, instead of the regular meeting arrange a house-to-house distribution of literature, and the selling of those *Festival* magazines.

I know only too well the shortage of those willing to come forward and offer their services for such tasks as canvassing, but why wait for the members to come forward. If you are, or consider yourself to be, a key-worker, take the initiative, girding yourself with membership forms, literature, with all the paraphernalia of canvassing and call on a friend, persuading him to come out on the job with you.

Try it: in nine cases out of ten the results will surprise you.

The summer months are certainly the time for action, especially the months of July and August. Good weather, long evenings—what more could one wish for? Take the hint. Next time someone broaches the subject of a partial summer close-down see that you are able to convince members that instead of even a partial close-down in summer there should be instead more action than ever.

The summer months are full of opportunities for the party which shows imagination. Summer is followed by harvest, help make this the biggest ever harvest for the Labour Party.

SOMEBODY HAD



How very simple successful propaganda can be. Here is an example of someone with an eye for the ingenious, transforming, in arresting fashion, the hackneyed 'lack of amenities' theme. The pictures are self-explanatory. The one above, as the Tories have it, that on the other page how the street could be transformed if suggestions made by Labour candidates had been carried out.

Press Officers are Vital

IT IS A PHYSICAL impossibility for the research and publicity staffs at Head Office to read every local newspaper in the country. Many hundreds are published weekly and it is in them that the Tories make their real voice known, believing that if reported the howlers which they make or the Tory 'truths' which they let slip will reach only a very limited audience.

Tories are more than careful when the national press is present but when their speech or remarks are being reported only by the local newspaper then they feel free to state what they really think, and sometimes such remarks would shock many people.

It follows from this that one of the most important functions performed by members of local parties is that of Press Officer, and it is essential that one—and an active one at that—be included in every organisation.

While of paramount importance the function of a Press Officer is really quite

simple, in fact, he can perform his duty while indulging in the national habit of sitting down to read the 'local rag'.

Perhaps the local Tory M.P. held a meeting during the week, or the head of the local Tory organisation opened a fete and in doing so opened his mouth just a little too wide and there, faithfully reported in the local paper is the tell-tale utterance, something to make Lord Woolton blush, something for the files at Transport House.

We have some beauties among our collection but feel that many others are being missed simply because local parties have not appointed a Press Officer.

From the file let me pick one such utterance at random. Commander I. D. Galbraith, Tory M.P. for Pollock, was reported recently in *The Scotsman* as having said:

'Food subsidies were a novelty so far as the welfare service was concerned. They were being perverted from their original purposes. They were, in his view, the

A BRIGHT IDEA



To those responsible for THE HARPENDEN VOTER, produced at the recent local elections go full marks for this ingenuity. Any party possessing among its members someone handy with a paint brush can adapt, in a thousand ways, this idea for its own use. Both photographs are from the same negative, one printed as the street appears, and the other with imaginary trees painted on.

only real source from which there could be a large reduction in national expenditure, and therefore an easing of the burden of taxation.'

That is the true voice of Toryism, that is the sort of quote we want, that is the sort of utterance which, when an election comes round can win us votes just as easily as canvassing on the doorstep.

Of course *The Scotsman* is a widely read paper and many Labour supporters would send in this indiscretion of Commander Galbraith, but what of Roger Sewill, a Director of Aims of Industry, talking at what he thought was a nice, cosy little Tory meeting tucked away in a Surrey backwater.

Roger Sewill must have thought he could talk straight, the sort of talk which Tories like to hear and so he said: 'If we had to pay a bit more for our food it would encourage some people to work harder.'

But the local press were there and sure enough in the next edition, in cold black, irrefutable print was this gem of Toryism.

Being a Press Officer is a peculiarly thankless job we admit. They clip, they post off and in most cases rarely see any result for their activity. When a good

quote comes in however, and many are good, the Press Department at Head Office syndicate it up and down the country, they even send them abroad, and many Press Officers might be surprised to learn that what they cut from their local newspaper is being used widely by Labour editors, and others too, reaching finally thousands of readers.

The job is an important one, the Press Department, in fact, proud of their workers in the field incline to think it among the most important performed by anyone in any local Party.

Tories are always talking, always saying foolish things, forever letting their mask of benevolence slip, therefore, every local organisation should have its Press Officer, someone willing to cut up his local paper and let us have these statements made when the fangs are bared.

Local Parties which have not appointed a Press Officer should get into touch immediately with the Press Department at Transport House who are always ready to add another volunteer to their list, no matter how high the mountain of clippings may be which avalanches in with the postman every day.

Be Ready with Surprise Tactics

by T. COWLISHAW, Rugeley Local Labour Party

THE recent Urban District Council Election campaign held at Rugeley (Staffs) presents an interesting study for part-time Election Agents. The background to the election is equally interesting and should be considered first.

In 1946 Labour gained a majority on the council but lost it in 1947. This position remained unchanged until 1950 when five Independent councillors retired. Labour fought all five seats and won quite easily, gaining five seats and an 11-4 majority on the Council.

Independent Into Tory

This year two Labour and three Independents retired but those who retired as Independents stood as Conservatives and for the first time in the history of this district Labour again won all five seats, a gain of three seats, giving us a majority of 14-1.

It is interesting to recall that prior to 1946 Labour never had a majority on the Council.

The Urban District of Rugeley is very small with some 6,000 electors on the register. For the purpose of electioneering the town was divided into five wards, each in charge of a Ward Secretary responsible for street stewards, membership, postal votes, election queries, etc.

Election work actually started in December, almost six months before the poll, when we obtained the names and addresses of people willing to work during the vital period. We also canvassed extensively and attended strictly to postal votes.

Early in April all basic work had been completed leaving only the planning of an election campaign suitable for the number of workers whom we had available.

With polling day fixed for May 8 we started our campaign towards the end of April. Our first direct action was to publish an 8vo circular introducing the candidates. This we distributed all over the town, including, of course, the known Tory areas. In the Labour areas, and those classed as 'doubtful' we circulated the local election edition of *Town and Country Post*. Shortly afterwards our adverts appeared on the front pages of

the two local weekly newspapers (space reserved beforehand) and simultaneously our double-crown posters went up on the hoardings. In the newspapers we concentrated on the candidates, on the hoardings we simply made 'Vote Labour' our theme.

A week before polling day we spent two hours every evening canvassing in each of the five wards, equipped with a loudspeaker. At the same time copies of the Election Address were going through the letter boxes until every house in Rugeley had received a copy.

As polling day came round we found two points in the Tory election address which we felt required refuting. A special leaflet was printed for this purpose and distributed widely, house to house.

On May 5, our local Member, Julian Snow, gave a series of street meetings to support the campaign.

The eve of the poll contained our big surprise, however. At this psychological moment we issued a second special leaflet pointing out that the Tories were fighting the election on national issues while we concerned ourselves with local affairs. We also took this opportunity of reminding people that whereas the Tories were well supplied with cars to take people to the poll our position was none too good and asking them to 'ride Tory' but 'vote Labour'.

On polling day we had a central committee room with sub-committee rooms in each of the five wards and Street Stewards responsible for each street in each ward.

We had the polling booths staffed with women and children, who checked off electors as they voted, passing on the information by bicycle-riding messengers to the central committee rooms.

When cars were available we sent them to the wards to work in conjunction with our last-minute canvass. Throughout polling day our loudspeaker toured the town, shying clear of the Tory areas, reminding the people that it was time they registered their vote.

The results of all this amply justified our efforts, an increased poll—the highest ever, in fact—five Labour candidates returned, three Labour gains and an increased Labour vote.

Any Questions?

PAT CAVANAUGH, National Agent's Department, gives the answers

OFFICE OF MAYOR—CASUAL VACANCY

Q. *I understand it is the Mayor who personally appoints the Deputy Mayor. My query is what happens if a vacancy occurs in the office of Mayor during his normal term of office? Does the Deputy Mayor become Mayor until the next Annual Meeting of the Council?*

A. No. The procedure in such cases is governed by Section 66 (1) of L.G.A. 1933, which reads as follows:

'On a casual vacancy occurring in the office of Mayor an election to fill the vacancy shall be held not later than the next Ordinary Meeting of the Council held after the date on which the vacancy occurs, or if that meeting is held within 14 days after that date, then not later than the next following Ordinary Meeting of the Council, and shall be conducted in the same manner as at an ordinary election.'

Until such time as the vacancy is filled the Deputy Mayor may discharge all functions of Mayor except that he shall not take the Chair at meetings of the Council unless specially appointed to do so.

ABSENT VOTERS

Q *At the time of the General Election I registered as an absent voter on account of my employment. I have since changed my job and am now able to attend at the polling station to record my vote but find I am still on the absent voter's list. Does this mean that having been admitted to the list I shall continue to vote by post at all future elections?*

A. Your name will remain on the absent voter's list until such time as

- (1) You inform the electoral registration officer that you no longer desire to be so treated, or,
- (2) The electoral registration officer gives you notice that he has reason to believe there has been a material change of circumstances and that you will cease to be treated as absent voter seven days after date of this notice.

PREVIOUS QUESTION

Q. *'Previous Question' having been put to a meeting was defeated. The Chairman ruled this also closed the debate on the original motion under discussion. Surely this was wrong as it prevented other persons from taking part in the debate?*

A. The Chairman's ruling is quite correct. Having defeated the 'previous question' the meeting has in effect said that it wishes the original motion to be now put. It is extremely important that the Chairman should keep this point in mind. Unless it appears to be the general desire of the meeting to close the discussion, he should refuse to accept the 'previous question' motion.

ELECTION — SUSPENDING PARTY ACTIVITIES

Q. *It has been the custom for this organisation temporarily to disband at the commencement of an election. A member has expressed the opinion that it is unnecessary. Can you advise us on the matter?*

A. There is no legal requirement for a political organisation to suspend its activities during an election although we consider it prudent for it to do so.

We recommend that a resolution be passed 'suspending public propaganda activities for the period of the election'. This, in effect, negatives party agency in the election and brings members under the direction of the election agent as individuals, irrespective of what office they may hold in the local party.

SITUATIONS VACANT

THE LONDON CO-OPERATIVE SOCIETY LTD., Political Committee, invite applications for two Co-operative Political Organisers. The positions are open to qualified persons of either sex. Applicants should possess organisational experience, have a knowledge of Election Law and thoroughly understand the Co-operative Movement and Party.

Salary in accordance with the scale agreed upon between the L.C.S. Ltd., Political Committee, and the N.U.L.O. and E.A. Apply, stating age, qualifications, etc. with two references not later than Monday, 6th August, 1951, to Mr. E. Bedford, Political Secretary, L.C.S. Ltd., Political Committee, Pioneer House, 348 Gray's Inn Road, London, W.C.1, marking envelope 'Co-operative Political Organiser'.

How NOT to do it

by TOM WARD

THERE HAS BEEN quite a stir in the Division recently. It was all started by young Bert Smithers of Pym Ward. You know that he has just been appointed Organising Secretary of the Party. Well, he had no sooner got the job than he started urging poor old Jagers, the Chairman of the Division, to invite him to give a talk to the Executive Committee about—guess—Organisation!

Of course, some of the E.C. didn't like the idea, but I pride myself that I understand how to handle these young new brooms—let them talk then nip 'em in the bud.

So we called a special meeting and young Bert talked.

I am not quite sure that I was right. I mean persuading them to let him talk. The meeting was quite a riot; everybody said they would resign. They weren't going to be told how to manage the Division by a youngster who couldn't even tell how the Party fought the '29 Election with Steven Jettison!

Oh! Bert certainly pulled out all the stops. He went on something like this.

'What is wrong with this Party is that it is living on its history. All that we do or think about is against a background of the political scene of twenty years ago. Everything is compared with what we did in those far-off days.

'Some of us are still contesting the elections of the 'Twenties.' (Jones did not like that one, he has a habit of rubbing in the fact that his front room was a sub-committee room in the '29 Election).

'What we have to do is to recover the spirit of those days and stop talking about them. We can use the technique of to-day and the enthusiasm of the pioneers. It's no use trying to be like Keir Hardie—he's been dead for years, but we can recapture his will to win.

'Less committees,' he went on. 'What does it matter if the Standing Committee on Secretary's Postage is disbanded, if we can spend another night on the doorstep?' (Poor Mrs. Green didn't listen with a favourable ear to this, because she is keeping a sharp eye on the stamp money).

Bert carried on like this for half an hour. He had a scheme for organising the Wards and increasing our literature sales.

He was so insistent that we had to placate him somehow, so if we have time at the next meeting I will suggest that we set up a little sub-committee, to examine the matter and report back. Johnstone will be a good chairman—he had a lot to do with the organisation of the Social Democratic League just after the Boer War. Yes; Johnstone's the man, he will find out if there is anything in Bert's idea.

Still, we may be saved the trouble for I hear that Bert is thinking of packing up the Organising Secretary's job to take up organising youth clubs. Just like these youngsters—can't stick to any interest for long.

I rather liked young Bert, however, and I thought he would be a good chap on the Library Committee we are going to set up, after Miss Hardstone gives us that set of books about the Social Life of Inner Mongolia.

Oh yes, I'm afraid our membership is down again. I wonder why? We'll have to have a committee to go into it.

(From *Labour Youth*, Portsmouth LOY)

THE "MODERN METHOD" CANVASS CARD

Adopted by all Parties as the
Ideal System

Enormous Time Saver

Easier Checking

Send for Sample and
Colour desired



EDWARDS & BRYNING LTD.
ROCHDALE

Local Parties and the Press

by A CORRESPONDENT

ARTICLES HAVE APPEARED from time to time, in the *Organiser* on how we should treat the Press, but the attitude which many active workers still adopt towards newspapermen calls for re-iteration.

Too many persist in a negative defeatism that the Press is naturally agin' the Labour Party, accepting this as a state of affairs against which nothing can be done.

It might surprise many of our Jonahs to learn that among working journalists, even when employed by the minnow-minded national press, a high proportion are sympathetic to Labour.

Forget the big names, the John Gordons and the 'Crossbenchers', they, after all, despite their apparent influence, are but a mere handful. When you think of journalists, think instead of the ordinary reporter or sub-editor, the man who may drop into the committee rooms of the Agent's office on his way from a fire or from the police court. The chances are he is a Socialist, anxious to help as best he can and you will be rendering no service to the Movement by making his already awkward profession more awkward.

Politeness is the first essential. I am not suggesting that anyone is actually rude to reporters but politeness means more than orthodox good manners. It means going out of your way to help, it means seeing him immediately he calls, even if the 'In' tray is full and your cup of tea is getting cold.

Take a tip from your local cinema manager, W.R.I. secretary or local sports' promoter, they are always helpful to pressmen and the columns of your local paper will tell week by week or evening by evening the results achieved.

At a parliamentary by-election you may have visits from national newspaper staff journalists, even from so-called 'names', sent down to cover the election. Treat

them similarly, arrange Press conferences, give every facility but be careful in what is said at your conferences. These journalists are worth their weight in gold to the Press lords for their genius in writing up stories out of context.

Tempers should never be lost, at meetings or Press conferences. The man who loses his temper is news and always the wrong sort of news.

You can 'make' news too. Enough happens in every locality to fill two or three local papers each week. News editors and copy-tasters are snowed under with reports and the yardstick which they use when burrowing beneath the avalanche is: how many people are going to be interested in this? Therefore your yardstick must be the provocative, the striking, the controversial or the personal, preferably the latter, because personalities, like animals, are always news.

Women Are An Asset

Women have a higher news value than men. Their activities should be made the most of and if your candidate has a wife then she should be exploited to the full.

The 'scoop' is important in the newsman's life, they still dream of getting one and the surest way of making a journalist angry, the surest way of turning him from friend into foe is to pinch his scoop and give it to his competitors.

If a reporter comes to you seeking information on something which he has unearthed exclusively, join in his little conspiracy, help him, keep mum to the others and when his story is published—it will only run for one edition anyway—congratulate him.

Last, never be superior or uppish to the Press, usually they are better informed on a wider range of subjects than you yourself. Treat them as equals and when he comes to write up his story you will be surprised how these Socialist tendencies fetch-up in the journalist's fingertips as they tap on the typewriter.



MORTONS FOR STATIONERY

Write for samples and new List of ENVELOPES, DUPLICATING PAPERS, STENCILS, INKS, TYPEWRITER RIBBONS and CARBONS etc. as supplied to scores of Labour Party and Trade Union Offices
Mortons, 37 Wheatsheaf Hall, Wheatsheaf Lane, London, S.W.8

SAVING ON PAPER

THE soaring price of paper, and the difficulty in obtaining supplies, is creating a situation whereby parties are faced with the problem of cutting down their circularisation or eliminating many of the items considered necessary for the efficient running of a Party. The immediate future holds out little hope of any improvement in respect of prices or supplies, so a complete review of our position is essential.



The purpose of this article is to see how, by the economical use of paper, we can ease the problem and so maintain the maximum circularisation.

As a Party, our main concern is duplicating paper. The duplicator has become an essential part of our equipment, producing notices, minutes, reports, news-sheets and a dozen and one other jobs so necessary for keeping members and the public informed of activities.

Coupled with the cost of paper is the price of ink which is no mean item in the production cost of duplicated matter. How then can we start to economise and yet maintain maximum output?

The first step is to draw up a list of all the jobs to be done on the duplicator. If a number of duplicators are owned by parties or wards (each circularising its members) a complete list of everything produced should be made. If these are considerable, place them under different headings—notices, reports, minutes, etc. Then, by the side of each item, put the approximate date when the item is wanted and the quantity needed.

It should be possible to check and see if anything can be safely dispensed with or incorporated. Such planning will also allow the production of jobs to be co-ordinated.

Having found the essentials to be duplicated, take the smaller notices, etc., and place them together. If the quantities permit, work two, or perhaps three, together, thus saving stencils and ink, as well as paper. When doing this it is advisable as well to spend time on typing out the jobs first to see how they fall on the paper to be used. The need to economise does not imply that neatness and a nice display must suffer unduly.

Where there are two jobs, one with a longer run than the other, a considerable amount of paper can be saved by cutting the stencil with both jobs on, running off the smaller quantity and then masking off that part of the stencil—gummed paper

by

National

will do this quite adequately. It is essential, of course, to ensure that both jobs fall within their respective halves of the paper, otherwise after you have masked off the stencil and turned the paper round, the wording will not fit.

Stencils are made, in the main, to foolscap size. If quite a small job has to be done, do it two- or three-up and so fill out the stencil. If your stencil cutting is not too good cut it one-up and turn the paper round.

I have found it much more economical to use foolscap paper rather than quarto not only for the reason mentioned above but also because if cut in half, it folds much more easily and remains a sensible size.

Having planned the work and cut the stencils we can now turn to the next stage of the operation—the actual duplicating—and see how much economy can be

Thought and ingenuity can save a considerable amount of paper and cut down bills

effected. Many reams of paper have been wasted through inefficient handling of the duplicator and many reams have been spoilt by producing bad copies.

The first essential is to ensure the machine is clean and the ink not unduly plastered around. Control of the inking system saves paper, ink, clothes and—temper.

Having placed the stencil on the machine, give it a run to evenly distribute the ink and, before you actually commence to duplicate, put some spoilt paper of the same size through first. Don't just open a packet of paper, place it in the machine and expect good copies immediately—in spite of what the salesmen say.

MS

Department

It is true that the latest models are far more economical but even so it is well worth running a few through for safety's sake.

When taking a packet of paper from stock, take out the amount required and gently, but firmly, bang the edges on the side of the table or bench. It often happens that paper gets stuck when being cut and two or more sheets are taken through the machine at the same time.

Another point, make sure of the number required and run off the required amount. It is wasteful and inefficient to have to do the job a second time even if you have the stencil.

Most duplicating jobs are on one side of the paper only, therefore make sure you print on the right side. This can be done by holding up a sheet to the light to see if it has a watermark—generally the maker's name. If it has then the side on

which the watermark can be read is the side on which to print. If it has no watermark then examine the sheet and you will often find one side less 'fluffy' than the other—that is the side to use.

Headed stencils often waste paper through 'set-off' (the marking of the sheet immediately above it). This can be avoided by interleaving. Get some old newspaper, cut down, and either place a sheet of this in between each copy as it is delivered by the machine or get someone to do it for you, if the machine is hand-operated. It is most unsightly to see set-off on circulars—and so unnecessary.

Now for the paper itself. Handle and store it carefully. Paper is fragile and susceptible to varying temperatures. When doing a job, take out sufficient for that job. If the machine does not take down to the last sheet, then spoilt paper of the same size can be placed at the bottom. If more is taken out than needed it should be put back into the packet—not put on one side. The edges of paper easily get turned back or curl and difficulty is experienced when trying to feed it through the duplicator.

Store the paper in a cupboard or place where the temperature is even. Keep the foolscap and quarto separate and packed one ream on top of the other. If you have tinted papers make sure that the 'overs' are placed in their respective packets and each one properly marked.

When considering economies, always bear in mind that what we are sending out must be a worthy effort and our desire to cut down expense must not result in sending out little scraps of paper. If this is done then they will be treated as such. Do not, under any circumstance, reduce the size of paper too much. If we do, then our economy is false and our effort not worth the paper, ink, or time spent on it. Moderation is essential.

With so many Agents and active workers now using duplicators it is possible that some have devised other methods of saving paper, ink and time. If so they are invited to contribute their suggestions for publication in *Labour Organiser*.

Utilise Those Local Conditions !

says **ARNOLD BRADLEY, LICHFIELD LABOUR PARTY**

THE Tories have tried all their tricks, they have stooped, they have stretched, they have done everything in their efforts to shift Labour from office, and all to no avail, yet the fact that a General Election must come some time should never be forgotten.

With this constantly in mind, even during the dog-days of summer we, as an organisation, should constantly be ready to go into instant action, fully prepared to win.

Healthy Organism

No organisation, however, can hope to succeed unless it has the life blood of an informed enthusiasm throbbing through its veins. This is particularly true of the Labour Party, where from top to bottom every local party and individual unit should of itself be a healthy organism.

What are the requirements of a healthy local party. First, to ensure that every member is fully satisfied that he or she is being given a fair chance to play a full part in the party's activities according to their own personal desire to serve.

This only means that all the jobs and functions should be in the hands of as many people as possible with each accepting full responsibility for whatever they voluntarily accept.

The aim should be to make every member feel that they are there because of a genuine desire to make the best possible use of their services and talents, providing them at the same time with every opportunity to develop their wider interests in the party.

One job, one man, should be the maxim unless for some special reason it is necessary to allocate more than one job to any individual member.

We must constantly guard against any attempt—very often it is quite a natural attempt—to create anything resembling a 'little tin god' by electing some person or persons to almost every committee.

In my opinion it should be a rule in every local party that the one man one job rule be firmly adhered to before appointing any one individual to a

succession of jobs. All too often we find the same names being put forward again and again—a mild form of nepotism.

While this is going on there are usually other members, the quieter sort, those who take seats at the back during branch meetings, who would like an opportunity of serving on some committee or other but cannot command the necessary popularity.

With the personnel question fairly and evenly distributed we can then turn our attention to other matters.

Most local parties have long since decided on the basis of their local organisation. It is a good idea, however, to examine periodically local organisation, to check that changing conditions do not demand a revision of the original basis and to make sure that the methods of implementing the organisation do not themselves require an overhaul.

I contend that no committee room is complete without a wall diagram showing in pictorial form local party organisation, how it works and how the various sections within it dovetail together.

Such a pictorial diagram will do more good than a dozen lectures to instil into the minds of everyone just where they stand in relation to the party as a whole.

It should never be forgotten that many, particularly among the younger people, have not yet developed that breadth of political vision whereby they can visualise the Labour Party as a mighty national organisation. To many, the Labour Party is, first and foremost, the local party and the yardstick of Labour's success is more often than many are inclined to think just what is achieved in the local party.

Efficient And Well Oiled

With this also constantly in mind it should be obvious that the organisation and health of the local party is of paramount importance. It must be efficient, well oiled and smoothly running, each part in precise conjunction with the others.

For such happy working we require carefully chosen 'headquarters staff'. On the whole Labour picks its local leaders well. In the main they are men and

women possessed of the essential qualifications, common sense, a balanced judgment, a readiness to exploit new ideas, yet possessing the ability to distinguish ideas from individual phobias.

Such a high standard is sometimes difficult to maintain, but on the whole we do well, and if hard work is added as another essential attribute, then we have nothing much to fear.

Much of the success of any local party depends upon the organisational, educational and social level of the party as a whole, but first consideration should always be given to the needs of the least informed members.

In this much judiciousness and common sense is called for. It should be a cardinal tenet never to play down to a member, to make him feel that for some reason or other he or she is being specially catered for. All too often this embarrasses the member or members in question, develops in them an inferiority complex causing them perhaps to drop out of the party.

Sympathy

Humility and sympathetic understanding are two of the cornerstones on which our movement has been built.

However much experienced, however erudite members feel themselves to be they should always remember that they too once had to make a start. With this in mind it is obvious that party education stands high on the list of priorities.

No member can ever be considered fully efficient unless equipped with the necessary knowledge of the creed to which Labour adheres. Armed with this knowledge he is ready to fall in as and when required, understanding how the work which he is called upon to perform fits into the complete scheme of things.

One could write on and on, but space forbids. Sufficient it is to say in conclusion that there is so much to do that no local party has any excuse for hibernating between General Elections or letting things slide during the summer months.

Those who do so are admitting that they lack the ability of utilising to the full advantage of the party local circumstances and conditions.

Harold Laski was justly acclaimed as a brilliant political scientist. By his death the British Labour Movement lost one of its greatest theorists and propagandists.

The 1950 Annual Conference of the Labour Party unanimously approved a resolution calling for the establishment of a permanent memorial to his memory.

The National Executive Committee has considered the resolution and has agreed, subject to sufficient funds being available, to honour the memory of Professor Laski by establishing a Travelling Scholarship and makes a confident appeal for contributions in order to provide an adequate capital sum to make possible the establishment of a worthy memorial.

Contributions should be made payable to 'The Laski Memorial Appeal', and addressed to Morgan Phillips at The Labour Party, Transport House, Smith Square, S.W.1.

It is worth it!

Since the recent unavoidable increase in the price of newspapers the man in the street has had to consider more carefully whether or not the newspaper he buys is essential to his needs. The reaction of DAILY HERALD readers has disclosed a remarkable loyalty to Labour's own national daily newspaper. Every Labour supporter needs the DAILY HERALD: through no other means can he keep in touch with political industrial and social developments on a national scale. Spread its readership: Labour's best ally every day of the week is the

**DAILY
HERALD**

Why Blame the Rank and File

by K. DAWSON

LOCAL party officers have often to contend with the fact that meetings are attended by no more than the same stalwarts and that at election times there are not enough workers available to cope with all necessary tasks.

It is customary to blame the rank and file members for lack of enthusiasm but are we really justified in doing so?

After some experience as a local party secretary I feel that this problem can easily be solved if new methods are sought and a new approach made to the problem.

Dreary Meetings

By and large ward or delegate meetings are dreary beyond words. Minutes are read and matters arising discussed, correspondence which could well have been answered by the secretary, without asking the advice of a meeting and subsequently boring the audience, is volubly scrutinised, reports of a similar nature take up much time and finally the somnolent party members have to go through the motions of the last item on the agenda—'other business'.

The young enthusiast, new to the party and who has expected an evening of inspiration and information goes home sadder and wiser and maybe resolved never to attend another such meeting.

This is the usual routine. If we are to be the torchbearers of a brave new world then we must break with it.

Hence it is necessary that business be reduced to an essential minimum. Meetings must become a medium of instruction, information and inspiration. Members must look forward to their gathering together.

To achieve this three things, to my mind, are required. All three are essentials of Socialism, namely Organisation, Planning and Continuity.

Organisation depends on the quality of the Executive and office-bearers. The chairman must be conversant with Standing Orders and stick to them. He must insist that speakers keep to the subject under discussion, he must pull them up if they repeat an argument and he must sum up succinctly and clearly.

The secretary—who prepares meetings in agreement and co-operation with the chairman—should be aware that he is not only a minute clerk but the political organiser and trustee of his organisation.

The minutes which he submits should be clear, concise, yet comprehensive. Years after they have been written minutes should remain a chronicle of the life of the organisation. Both office-bearers and members of the party should be able to gather useful information from past minutes reflecting the mood and spirit as well as the activities of their party. Just how many minutes conform with this need?

The secretary should know intimately the active party members, their abilities and weaknesses, their predilections and aversions, putting them to work accordingly. He must plan and streamline general and Executive Committee meetings. It is therefore a mistake to overburden the secretary with such work as writing addresses, or drawing wall charts, etc. Such tasks should be the lot of an assistant secretary, preferably a young person willing and anxious to learn the ropes.

The treasurer, in his often thankless job, should keep in constant touch with collectors and all who have the handling of party funds in any way.

The Executive Committee should assist these office-bearers with advice and practical help. Only members who are really able to put in a good attendance should be appointed to the Executive Committee and those who, over a certain period fail to co-operate in this matter should be asked to resign.

Merit Should Count

Chairman, secretary and treasurer should be elected on their merits, not on the grounds of seniority. We are not a club, we are a political party striving to achieve Socialism.

Where planning is concerned local parties must always bear in mind two aims—increasing their ranks and inspiring and instructing their members.

The ranks can be increased in the customary house-to-house canvasses culminating in an invitation to attend a meeting. This meeting, as with every meeting, must be inspiring, instructive and soundly controversial.

To achieve this members must be continually educated and it is the duty of the Executive Committee to plan programmes ahead, to make sure speakers are available. Programmes should cover

a wide gamut, home affairs, international affairs and, of no less importance, the history of the Labour and Socialist Movements.

An occasional social evening is another 'must'. Here again planning is necessary to prevent that woeful, let-down feeling so apparent when a social evening flops.

For the purpose of party meetings it is by no means necessary that every ward fend for itself. If two or three wards organise their meetings jointly it might be best for all concerned. Wards cover election districts and very often the splitting up of a local party into ward organisations has put paid to all activity. Continuity is essential if members are to remain in touch with party work, therefore, frequent and regular meetings are imperative.

Local parties should aim at weekly meetings, three devoted to discussion of topical subjects and one to business each month. Where such an arrangement proves impossible there should be fortnightly meetings and once in two months a well-prepared social. It is impossible to educate members and carry on propaganda without regular and frequent meetings.

IT'S NEW!

oooooooooooooooooooooooooooo

Out this month is the new-style 'Socialist Advance'—the League of Youth's own publication. The former magazine format has given way to eight large pages, liberally illustrated, in newspaper make-up. New contributors make their debut, including Anthony Wedgwood Benn, youngest Labour M.P., contributing the first of a regular series on Parliamentary affairs. Every League should have supplies of the paper, not only for its own members, but for doorstep sales. Bulk prices: 20 copies, 4s.; 30, 6s.; 40, 8s.; 50, 10s.; 100, 16s. 8d. Selling price is 3d. All orders to Labour Publications at Transport House.

Canvassing in Hospitals

MANY inquiries have been received regarding visits by candidates and canvassers to hospital staffs on hospital premises.

To clarify the position the Ministry of Health issued, in June of 1950, the following notes with regard to political activities on hospital premises in connection with Parliamentary and local government elections:

It is for each Hospital Management Committee and Board of Governors to decide, having regard to local circumstances, the nature and extent of the political activities they allow on hospital premises in connection with Parliamentary and local government elections. Subject to this discretion, however, the Minister recommends that Boards and Committees should adopt the following principles.

Meetings. Each candidate should, if he asks for it and suitable accommodation is available, be given the opportunity to

address one meeting of staffs at each of the hospitals in the group.

Canvassing. Personal canvassing on the hospital premises is, in the Minister's view, generally undesirable. There may, however, be circumstances in which Boards or Committees might appropriately allow canvassing in separate nurses' homes or other staff hostels.

Display of Literature. The Minister feels that it is undesirable that political party literature should be displayed on hospital premises, apart from private houses occupied by members of the staff where the decision must lie with the occupier.

Voting. The Minister hopes that Boards and Committees will do everything in their power to enable all their staff (and any ambulant patients who are on the local electoral register and not enjoying absent vote facilities) to attend the polling station to record their votes.

Using Your Candidate

by JACK CUTTER

IGNORING THE HOOTS of derisive laughter and the chorus of cynical comments, I commence with the assertion that an election Agent's most valuable asset should be his candidate.

I know it is fashionable among Agents to adopt the pose that a candidate is an unfortunately necessary nuisance in an election campaign, cluttering up the place and getting under the feet and into the hair of people who are doing the really important jobs, but that is just part of the Agent's protective armour.

Of course, the perfect candidate, like the perfect wife (or husband), does not exist, but every candidate has *some* good points and it is part of the Agent's job to highlight them.

If the candidate is good at stating the case, the Agent will see that he has adequate opportunities to do so. If he is a poor speaker, but good at questions, try to cut his speech time short, but tell his chairmen to encourage questions, even to the extent of 'planting' a few, especially at the beginning of question-time to 'set the ball rolling'.

The candidate who is a specialist on one particular line, such as Foreign Affairs or National Insurance presents a minor problem to his Agent, who has to decide to what extent the candidate can be given a loose rein for his hobby horse. Is he in danger of boring his audiences with too much emphasis on a single topic to the exclusion of matters in which the electors are more interested? Or are his audiences filled with admiration of his masterly grasp of his subject? It is not an easy problem for an Agent to solve and probably the best solution is to give him a preliminary canter and note the reactions.

If he is a faddist with an obsession for some highly controversial and comparatively unimportant detail such as currency reform, anti-vivisection, secular education or what have you, then the Agent must be ruthless in freezing him off it. In very extreme cases, where the candidate would suffer from frustration all through the campaign if he did not deal with his fad, arrange a special meeting without the Press and let him get it out of his system on the rigid condition that he lays off it during the rest of the election.

Your candidate may have dignity and 'presence'. If so there should be dignity

in the conduct of the campaign, creating the impression that the electors can have great pride in such a Member. If he has no dignity at all, but lots of energy, then the campaign should be a forceful one, indicating that here is a man of action—a man who gets things done.

If he is handsome or photogenic (these terms are not necessarily synonymous) you can keep the photographers and block-makers busy, but if he is non-photogenic or has a face like a cutting from the 'Wanted' page in the *Police Gazette*, cut pictures out all together, or, if you feel you must use them as a sop to tradition, use only 'action' pictures showing him doing something of special interest—value to the particular constituency.

If your candidate is a woman, the fact should be obvious to everyone and there is no need to stress it. Ignore her sex just as we do when the candidate is a male. Her bents are more important than her bends.

There may be some percentage in these twittering little stories about the woman candidate who washes her smalls and goes out on her daily shopping round before commencing the election routine of the day, but my own view is that they only produce caustic snorts from other female electors with muttered comments to the effect that it is a pity she can't stick to her housework.

After all, we do not plug the sex angles when we have a male candidate with starry-eyed descriptions of how he shaves each morning and lights his pipe before tackling his daily round. As with a male, we should stress her achievements in, or special aptitude for, public life, leaving the feminism to the copy-starved sob-sisters of the local Press.

The agent who studies both his candidate and his constituency in an attempt to get the best out of both in a personality link-up is not wasting his time. It is part of what might be called the 'local strategy' of an election. General strategy is largely determined at national level by Annual Conference, National Executive or the Party leaders.

It is important, but local strategy can be equally important and is too often, insufficiently considered. We will look at some other aspects of it next month.

Award to the Highlands

by W. G. MARSHALL, Secretary, Scottish Council, The Labour Party

THE TASK of judging who should receive the Individual Membership Shield in Scotland was no easy task for the Organisation Sub-Committee of the Scottish Executive of the Labour Party.

To those acquainted with the country and its geography, the great tracts of sparsely populated countryside, the considerable difficulties involved in long distance travel with inadequate facilities, judging just who should be the Scottish winners was a task of some difficulty.

The Organisation Sub-Committee decided to base the award of the Shield mainly on the two considerations of Individual Membership increases from 1949-50 and the percentage of Labour votes recorded at the last General Election and now enrolled in Individual Membership.

Also taken into consideration were such factors as geography, size of membership, and whether or not the membership effort was entirely voluntary.

After due consideration of all the relevant factors the Executive Committee decided to award the Challenge Shield to the Ross and Cromarty Constituency Labour Party for the most meritorious effort in recruiting Individual Members during 1950.

In that year they increased their membership by 293% over the 1949 figure and the Individual Membership at the end of the year stood at 944. The Labour vote in this constituency at the last General Election was 6,521.

This particular constituency is widely scattered and a really magnificent effort was called for to achieve the above result.

It would be invidious to mention names, but nearly every little Local Labour Party made great strides during the year.

The runners up in the Challenge Shield Competition were Dumfries, Lanark, and West Lothian in that order.

In many ways it is particularly gratifying that the award should have gone to the far north. It is in that part of the United Kingdom, perhaps, where organising is most difficult and where the local people have to battle against difficulties and prejudices long forgotten in most other parts of the country.

It proves as well that Labour is becoming increasingly well entrenched in the north and all indicators point to the fact that this increase will not only be maintained but will be considerably increased.

Festival Gala in Buckingham

THE SUN SHONE at Aylesbury on 16th June in more ways than one when the Labour, Co-operative and Trade Union Movements in Buckinghamshire got together to hold a Festival Gala.

The strength of the Movement throughout Buckinghamshire has grown remarkably in the post-war period. Throughout the county there are now three Labour M.P.'s, ten County Councillors, numerous Borough and District Councillors, together with an ever-increasing influx of members into the three great arms of the Movement.

It was appropriate that such a gala, one of the largest ever organised by the Socialist Movement in the country should have been held to celebrate, as it were, this increase in Buckingham.

The gala went on from 1.30 p.m. until 11 p.m. and from an organisational point

of view was a fete of considerable magnitude. No individual taste or liking was forgotten and those responsible for the occasion went out of their way to cater in a big way for children, forethought which paid off amply during the afternoon.

Ample loudspeaker coverage made it possible for the organisers to keep in touch with their patrons.

During the evening a concert was provided in the open-air by the Singing Englishmen whose feature programme comprised workers' songs in British Life.

Credit for the organisation of this fete must go to Mr. W. G. White, Agent at Aylesbury, and many willing helpers, who tells us that he will be delighted to pass on organisational data to any Constituencies which may have a similar gala in mind.

TIME SAVERS

RECENTLY an exhibition was held in London of considerable interest to Agents. Organised by the Office Appliances Trades Association, nearly 100 exhibitors displayed the latest in office equipment.

The exhibition was the largest of its kind ever to be staged in Britain and the exhibits occupied some 175,000 square feet of floor space giving a striking indication of the strides which have been made in recent years in the production of business efficiency equipment.

Some of the latest products on show which might facilitate the work of Agents included:

SILENT DUPLICATOR: A big advance in making the office silent when at work is the unit drive construction of this new duplicator operated by a 1/10 h.p. electric motor which suits any voltage a.c. or d.c. and provides finger-tip speed for all copies of work.

A simple switch makes it possible to change over from very large to very small work in a second and an automatic counter can be set to a predetermined number of copies and thus cut out the motor on completion of the run.

AUTOMATIC LETTER WRITER: A special attachment to a standard addressing and letter reproducing machine enables the address, name and salutation to be matched into a letter so as to make it indistinguishable from the rest of the text.

ROBOT LETTER FOLDER: A machine which folds, inserts in envelopes any kind of letter, and then seals the envelopes.

THE MORAL IS . . .

'TOO AMBITIOUS' was the attitude of several party members at Faversham when the League of Youth there decided on an all-out week's campaign to boost their branch and bring in more members, writes DAVID J. ROBERTSON, secretary of the League in that Tory stronghold.

Nearly six months of hard work and careful planning went into the campaign with very little help given by the parent Party.

Come the week, however, and despite the slight cold water douching which had accompanied the League's preparations, coupled with the fact that Faversham is almost completely Tory to the backbone, a considerable measure of success attended the efforts of the young enthusiasts.

An ambitious programme was planned, covering the entire week with some activity each evening designed to wake up Faversham and show the population that the town did boast an active League enthusiastic in its support for Labour.

Much literature was distributed, a successful canvass of 'Y' voters was made and a number brought into the Party. The Campaign Week had wide coverage in the local Press, and the feeling generally accepted that the effort was a success.

The moral behind this activity at Faversham, however, is that local parties should, and must, help and back up their Leagues of Youth when they show sufficient enthusiasm and initiative to prepare and carry out such a programme.

The League is an essential integral part of the Labour Party, deserving and entitled to all the encouragement and help which parties can possibly give.

Barrow Writes Its Story

BARROW-IN-FURNESS has for long been a Labour stronghold. Over many years the struggle for Socialism has been successfully carried on by the local party there and it must give considerable pride to those continuing in the task to-day to see their story published in book form.

Our Struggle for Socialism, a short history of the Barrow-in-Furness Labour Party, compiled and edited by Jack Mowat and Albert Power is a masterly work, worthy of the several thousands sale which it has already enjoyed.

The story of the Barrow Labour Party goes back for nearly 57 years to a day in October, 1892, when, after Keir Hardie had addressed a meeting of the Barrow

Fabian Society and the public it was decided there and then to establish a Party of Labour.

From Barrow have come men destined to play a considerable part in the building and strengthening of the Labour Party. To name only two, Arthur Peters, their first Agent who became National Agent in 1908 and Egerton P. Wake, their second Agent who in turn became National Agent in 1918.

This is an excellent publication. The obvious amount of hard research work done by the compilers deserves credit and the whole venture proves the possibilities open to other parts of the country where Labour has a similar history and a similar story to tell.

THE LEAFLET
YOU HAVE BEEN WAITING FOR

INVITATION TO A PARTY

An Appeal to 'Y' Voters

Specially designed for use in approaching young voters on the register with 'Y' against their names and who will be entitled to vote as from October.

Parties are urged to make a special, organised effort to distribute the leaflet to young voters as a preliminary to canvassing.

Supplies may be obtained from the Labour Publications Department at Transport House, price 30s. per 1,000 post free.

Another Edition Coming Soon

TOWN AND COUNTRY POST

Bright, topical and punchy, with something for everyone. Circulation soars with every issue so why don't you mail in an order right away for bulk supplies of this broadsheet whose popularity is already ensured? Your members are anxious for the next number. Don't keep them waiting.

Orders to Labour Publications Department. Prices: 100 copies, 4s. 3d.; 250, 10s. 6d.; 500, £1 1s. 0d.; 750, £1 11s. 6d.; 1,000, £2 2s. 0d.

money—cash brass—tin

call it what you like—IT'S ALL

funds!!

Send for our free fund-raising samples, only 3d. postage to—

THE **Ideal Printers**

12 MIDLAND STREET, HULL

The "Fund-Raising" Specialists

Full Union Shop since 1922. Est. 1919



The first of a new series of poster blanks advertising Party social events is now available from the Labour Publications Department, price 4d. each post paid, or 3s. a dozen post paid. This poster is 15 x 20 inches.

The heading is in attractive black type, and the border in a vivid green. There is ample room for the overprinted or hand-written announcement of local details.

Others in the same series are being prepared for winter events, i.e. whist drives, bazaars, dances.

Labour Party Publications

LATEST ISSUES

LEAFLETS

Next Time I Call	} carriage paid 20s. per 1,000 copies
A Bird in the Hand	
Take Our Advice (Membership) ...	
It's Not Just a Coat You're Buying ...	} 25s. per 1,000 copies
Thinking It Over	
You Can't Fight With One Hand ...	35s. per 1,000 copies
The Defence of Our Liberties	40s. per 1,000 copies

PAMPHLETS AND BOOKLETS, ETC.

Labour and the New Society	Post free: 1 copy, 7½d.; 12, 5s.; 25, 9s.; 50, 17s. 6d.; 100, £1 13s.
(Policy statement)	
European Unity	Post free: 1 copy, 4d.; 12, 2s. 3d.; 100, 17s.
Coal	} Post free: 1 copy, 5d.; 12, 3s. 6d.; 50, 13s.; 100, £1 5s.
Marching On	
To Liberals	Post free: 1 copy, 4d.; 12, 2s. 9d.; 100, 17s. 6d.
This Cost of Living Business	Post free: 1 copy, 4d.; 12, 2s. 6d.; 100, 17s. 6d.
A World of Peace and Plenty	
A Policy for Secondary Education ...	Post free: 1 copy, 4½d.; 12, 3s. 6d.; 24, 6s. 6d.
Fifty Facts on Public Ownership	} Post free: 1 copy, 3d.; 12, 1s. 9d.; 100, 12s. 6d.
Fifty Facts on Foreign Policy	
Fifty Facts on Housing	
Guide to the Elements of Socialism ...	Post free: 1 copy, 8d.; 12, 5s.; 100, £1 15s.
Annual Conference Report, 1950 ...	Post free: 2s. 6d.
Handbook, 1951: Facts and Figures for Socialists	Post free: <i>paper-bound</i> , 1 copy, 3s.; 12, £1 8s.; 50, £5 14s.; 100, £11 5s.; <i>cloth-bound</i> , 1 copy, 4s. 6d.; 12, £2 5s.
Party Organisation	Post free: 1 copy, 1s. 8d.; 6, 8s.; 12, 15s.

PERIODICALS

Fact. The Labour Party Bulletin Threepence monthly. Four shillings per year post free.

Labour Councillor. Twopence monthly. Three shillings per year post free.

Talking Points. Two a month, twopence. Six shillings per year post free.

Labour Woman. Twopence monthly. Three shillings per year post free.

Labour Organiser. Fourpence monthly. Five shillings per year post free.

Labour Press Service. Threepence monthly. Four shillings per year post free.

Socialist Advance. Organ of the Labour League of Youth. Threepence monthly. Four shillings per year post free.

The Labour Publications Department,
Transport House, Smith Square, London, S.W.1.

Printed by the Blackfriars Press, Ltd., Smith-Dorrien Road, Leicester, and published by the Labour Party, Transport House, Smith Square, London, S.W.1.